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Prepared for
Redacted

Prepared by
Cooper Reynolds
BUS:350 (Section: QXA/QLA)
Submitted

Business Name: Blazer Bitmetrics

Business Abstract: Campus-born analytics firm

Blazer Bitmetics is a student-founded research and analytics group that turns small bits of data into insight about the UAB community. The tagline, “Small data. Big Blazer insight.”

We study how technology shapes college life, and survey how students and faculty use AI tools in coursework.

Survey Info: The survey will be part of an ongoing “Pulse” series where each survey takes the temperature of campus life.

- **Thought Provoking Questions:** The survey will be on a highly relevant issue to modern day campus life and ask questions to prompt true inquisitive thought past just the duration of the survey.
- **Community Feedback:** The results get shared back (a mini “Blazer Pulse Report”), which gives the judge a reason to care.

Survey Guidelines:

- Specific, personalized subject line: reference something real about the subject.
- Curiosity plus a clear time cost: “2 minutes” and a concrete topic to signal that we respect their time.
- Skip clichés: no “I hope this email finds you well,” no tidy triple lists in every paragraph, and no stock enthusiasm.
- Use UAB identity: green and gold, plus a nod to the Blazer dragon mascot, in the logo and header.
- Strong design: a clean banner, short paragraphs, one bold call-to-action button or link, and a deadline.
- Your own voice: content needs to be written in an honest, human sounding tone that can translate how this matters to us and hopefully matters to them as well.

BLAZER BITMETICS

SMALL DATA. BIG BLAZER INSIGHT.

To: Unknown Judge

From: Blazer Bitmetrics

Date: October 19th, 2026

Subject: **Are all UAB students cheating?**

Attachments: Blazer Pulse Survey

{Judge Name},

> **Short answer: No**
>
> Longer answer: Nobody can agree on where the line is.

Gallup's 2026 national study found that more than half of college students use AI for coursework at least weekly, yet over half say their school discourages or bans it. Students navigate that gap every day, and far less is known about how faculty see it.

A student asks AI to explain a concept they missed in lecture. Another asks it to write the essay. Same tool, very different outcomes. So where does "studying smarter" end and "cheating" begin?

We think the people best positioned to answer are the ones grading the work. That's why Blazer Bitmetics is launching the first **Blazer Pulse**, a short survey on where faculty draw the line between using AI to learn and using it to cheat.

Who are we?	A student-founded analytics group at UAB.
Why are we doing this?	To give faculty a voice in a conversation that's mostly about students.
What happens to the answers?	Responses are anonymous and shared only in a summary report.

Here is what we need from you: six questions, about two minutes. Multiple choice with one optional comment box. No right answers, only your honest read.

TAKE THE SURVEY »

6 questions | 2 minutes | Closes Friday, Oct 23

Everyone who takes part can request the **Blazer Pulse Report** at the end of the survey, so you can see how your view compares with colleagues'. We're closing responses Friday, Oct 23, so we can share the results soon after.

Thank you for your time,

Cooper Reynolds
Co-Founder & Lead Analyst

BLAZER BITMETICS
Small data. Big Blazer insight.
cooper.reynolds@blazerbitmetics.com
blazerbitmetics.com | Birmingham, AL